**Advertising Activity**

**While watching TV, analyze the messages that are being communicated to you in terms of the advertising goals, executional frameworks and their appeals.**

**For each advertisement analyzed answer the following questions:**

**1.)** Determine the business’ advertising goals/objectives and explain why.

To build the brand

To inform

To persuade

To support other marketing efforts

To encourage action

**2.)** In the advertisement, what kind of executional framework was used by the business to communicate to potential consumers and describe it.

Was the executional framework used a good fit for the advertisement?

Explain Why or Why not.

**3.)** Describe the Advertising Appeals that are visible during the commercial and how it was used. Was the appeal used fitting for the product/service/company, why or why not?